

CLAIMS:

1. An arrangement (100) for facilitating the sharing of a content item (101), comprising a first user device (110), a facilitating device (120) and a second user device (130),
the first user device (110) comprising selecting means (111) for obtaining an identifier for the content item (101) and an identifier for the second user device (130), and transmitting means (112) for transmitting the identifier for the content item (101) and the identifier for the second user device (130) to the facilitating device (120), and
the facilitating device (120) comprising receiving means (121) for receiving from the first user device (110) the identifier for the content item (101) and the identifier for the second user device (130), generating means (122) for generating a representation (102) for the content item (101), and retransmitting means (123) for transmitting the representation (102) to the second user device (130).

2. A facilitating device (120) for use in the arrangement (100) of claim 1, the facilitating device (120) comprising receiving means (121) for receiving from a first user device (110) an identifier for the content item (101) and an identifier for a second user device (130), generating means (122) for generating a representation (102) for the content item (101), and transmitting means (123) for transmitting the representation (102) to the second user device (130).

3. The facilitating device (120) of claim 2, further comprising electronic payment receiving means (124) for receiving an electronic payment from the first user device (110).

4. The facilitating device (120) of claim 2 or 3, further comprising relating means (125) for generating at least one reference (202) to a further content item (101) related to the content item (101), whereby the generating means (122) are arranged for adding the at least one reference (202) to the representation (102).

5. A first user device (110) for use in the arrangement (100) of claim 1, the first user device (110) comprising selecting means (111) for obtaining an identifier for the content item (101) and an identifier for a second user device (130), and transmitting means (112) for transmitting the identifier for the content item (101) and the identifier for the second user device (130) to a facilitating device (120).

6. A method of facilitating the sharing of a content item (101), comprising receiving from a first user device (110) an identifier for the content item (101) and an identifier for a second user device (130), generating a representation (102) for the content item (101), and transmitting the representation (102) to the second user device (130).

10 7. The method of claim 6, further comprising receiving an electronic payment from the first user device (110).

15 8. The method of claim 6 or 7, where the representation (102) is a promotional message for the content item (101).

20 9. The method of claim 6 or 7, further comprising generating at least one reference (202) to a related content item (101) and adding the at least one reference (202) to the representation (102).

10. A computer program product (140) being arranged for causing a processor to execute the method of claim 6.